

Message Text

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PAGE 01 BRUSSE 02236 091059Z
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----091112Z 084446 /10

R 090939Z MAR 77
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
INFO SECSTATE WASHDC 9261
AMEMBASSY LUXEMBOURG

UNCLAS BRUSSELS 2236

FOR CHARLES JOHNSON, OIM

E.O.11652: N/A
TAGS: BEXP BE
SUBJECT: IN-STORE PROMOTION SARMA

REF: (A) 76 BRUSSELS 1582 (B) BRUSSELS A-35 OF FEB. 7, 1977
(C) 76 USDOC 12876

1. PER REFTEL C, COMMERCE PROPOSED SCHEDULING "IN-STORE PROMOTION" IN BELGIUM/LUXEMBOURG IN MARCH 1978. IN OUR PROPOSED '78 CCP (REF AIRGRAM B), WE SUGGESTED BACKSTOPPING EMBASSY LUXEMBOURG IN SUCH A PROMOTION IF ONE WERE TO BE HELD. HOWEVER, INTERNATIONAL TRADE MANAGER FOR SARMA (J.C. PENNEY & CO.) DE VLEESCHOUWER, CONTACTED US THIS WEEK TO INVESTIGATE POSSIBILITY OF IN-STORE PROMOTION WITH US. DE VLEESCHOUWER INDICATES THAT THERE IS MORE ENTHUSIASM FOR SUCH A PROMOTION IN THE U.S. TOP MANAGEMENT THAN IN THE SARMA ORGANIZATION IN BELGIUM. (FOR PREVIOUS SARMA ATTITUDE SEE REFTEL A). NEVERTHELESS SARMA IS NOW PREPARED TO EXAMINE SERIOUSLY IN-STORE PROMOTION. DE VLEESCHOUWER THINKS THAT BY INCREASING CURRENT ORDERS, AND WITH ENOUGH NEW PRODUCTS, IT IS POSSIBLE FOR SARMA TO BE ELIGIBLE FOR \$25,000 SUBSIDY OF PROMOTION EXPENSES. HE SEES WHITE GOODS AND LAWNMOWERS AS PARTICULARLY ATTRACTIVE AND WOULD ALSO LIKE TO CONSIDER NIGHTCLOTHES, LINGERIE, SOCKS AND STOCKINGS AND OTHER ITEMS THAT WE CAN SUGGEST. WE ARE UNCLASSIFIED

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SENDING HIM 76 BRUSSELS A-40 AND 76 BRUSSELS A-179--BEST PROSPECTS ON CONSUMER GOODS IN BELGIUM, AND LIST AVAILABLE FROM COMMERCE.

2. HE NOTES THAT SARMA DOES NOT HAVE TRUE DEPARTMENT STORES AND THUS DOES NOT HAVE MUCH DISPLAY SPACE FOR ELABORATE DECORATIONS. PROMOTIONAL EFFORTS WOULD CONSIST MORE OF MAILINGS TO ATTRACT

CUSTOMERS TO COME TO THE STORES RATHER THAN ELEGANT EYECATCHING DISPLAYS IN THE STORES. ASSUMING THAT A PROMOTIONAL CAMPAIGN ALONG THESE LINES WOULD QUALIFY FOR THE DEPARTMENT OF COMMERCE'S TEN PERCENT SUBSIDY OF PROMOTIONAL COSTS, HE IS PREPARED TO INVESTIGATE SERIOUSLY THE POSSIBILITY FOR IN-STORE PROMOTION IN EARLY SPRING 1978.

3. ACTION REQUESTED: PLEASE INFORM US WHETHER FUNDS ARE STILL AVAILABLE FOR IN-STORE PROMOTION IN FY 78 IN BELGIUM. RENNER

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NNN

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